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MAILERS' TECHNICAL ADVISORY COMMITTEE (MTAC)
Workgroup # 145
"Promote Significant Usage of 24-Digit Tray Labels"
Tuesday, August 16, 2011 Session

Meeting Report

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The meeting was opened by the USPS Co-chair with a general summary of the last meeting. Paula Stoskopf then briefly went over the issues that had been raised including the fact that the compiled list of *Issues and Recommendations* was available on RIBBS. Himesh Patel walked though a presentation on the evolution of the tray labels.

Please see below for the resulting noteworthy discussion points and action items. Also note that most of the discussion centered around the issues already identified in the original meeting; the primary issue of concern was still managing the requirement for unique serialization on the 24-digit tray label.

Issue Summary

- Objective is to move to 24-digit usage on all trays, however, the question is there a better way to get consensus
- Is Industry wiling to change to support the change? Changes may include:
  - Software
  - Hardware – Requisite Printers
  - Need communication piece in place, PR promotion:
    - Original messaging to mailers had indicated that only mailers interested in Full-Service had to convert over to the 24-digit tray label
    - Incumbent upon the USPS to make a case for getting value out of basic service
    - Need to quantify what the USPS is getting out of this change
- Confirmed that once a mailer converts to 24-digit tray label production, they tend not to revert back to legacy 10-digit production
- Validation of nesting requirement needed - Steve stated that as far as he knew nesting was not a requirement for 24-digit production
- Providing labels to mailers is not a practical way of doing business. The ideal approach is to dynamically print labels as the mail is being created.
- How will industry react to 24-digit tray label requirement? Create a survey to:
  - Determine what percentage of mailers have the ability to produce 24-digit tray labels
    - Include volume and number of facilities
  - Ascertain the value t mailers who are currently producing either 10/24- or 24-digit labels are getting out of the change
  - Ascertain who can or cannot do it
  - Possibility of working through MTAC workgroup
  - Open up survey population to include non-MTAC mailers
- Steve mentioned that work was being done on summarizing the process flow and identifying the touch points. This was a tie-in to MTAC Workgroup #: 146

Recommendations

- The USPS needs to be able to better define and present the value proposition to customers who are still waiting to realize the value of Full-Service

- If the USPS can't claim a direct benefit to customers, they can provide the internal benefits story that could be used by the MTAC workgroup members to gather support for use of 24-digit labels on all trays
- Creation of a matrix that will become a working component of future meetings.

Action Items

	Item	Owner	Due Date	Status
1.	Provide information on the read rates of the Interleaved 2/5 and Code 128 tray labels	USPS	-	Open
2.	Post meeting question from a team member – Could the USPS take some time to explain from their perspective why they want industry to switch (examples: visibility across trays, sacks, sorters; service performance; seamless)	USPS	-	Open
3.	Provide WG 145 with MITS Login	USPS	-	Open
4.	Start Creation of Matrix	USPS	08/31	Open
5	Send sample labels to H. Patel for verification by Engineering ???	???	-	Open

Parking Lot
- USPS's strategy for promoting significant usage of 24-digit labels on all trayed mail – benefits, cost, analysis, efficiencies, etc.

Next Meeting

August 30, 2011:   11:00 am to 12:00 noon

Generic RIBBS/MITS Logon

Username: WG 145
Password: Treehouse!Treehouse6